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The Spatula

CRUDE DRUG DEPARTMENT.

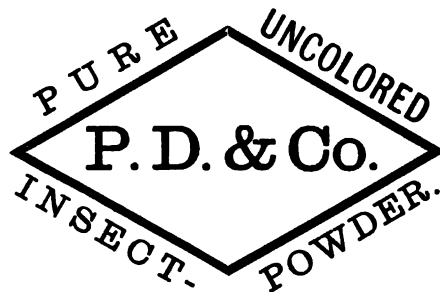
Parke, Davis & Co., New York.

Offices, 90, 92, 94 Maiden Lane.

Warehouses, 9 & 11 Cedar St.

INSECT-POWDER.

This is



Our Brand.

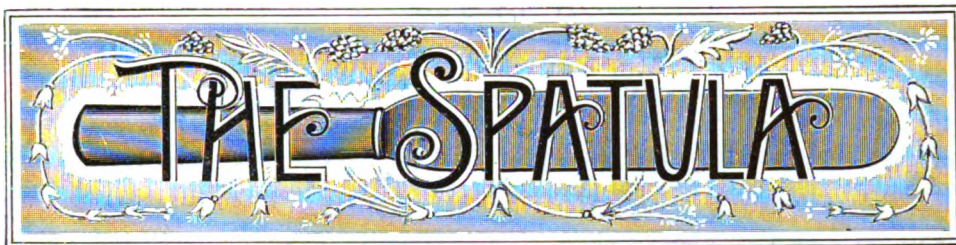
THE BEST IS ALWAYS THE CHEAPEST.

We put up two sizes — 100 lb. and 50 lb. Kegs.

The above Brand is burnt into the top of each keg.

We are headquarters for strictly prime

LO FO TEN NORWEGIAN COD LIVER OIL.



AN ILLUSTRATED MONTHLY PUBLICATION FOR DRUGGISTS.

"KEEP SWEET."

VOL. I. No. 3.

BOSTON, DECEMBER, 1894.

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Suggestions and contributions earnestly solicited.
Prompt attention given to all correspondence.

THE SPATULA PUBLISHING CO.,
8 OLIVER ST., BOSTON, MASS.

A DRUGGISTS' JOURNAL.

The second number of THE SPATULA, that excellent journal for druggists, donned a new dress, and is bright and interesting. Its practical form and interesting contents should induce everybody interested in the drug trade to subscribe for it. — The Fourth Estate.



HE SPATULA wishes practical articles upon practical subjects, written by practical druggists. Do not hide your light beneath a bushel, but send them in.

* *

The Pharmaceutical Fair that is to be held in Boston in the Spring is already assured of success. It is to be a landmark in the history of American Pharmacy. Nothing that will at all compare with it has ever before been held in this country. It is sure to arouse a popular interest in the science

and trade of the druggist that will be felt for many years.

* *

THE SPATULA has much to be thankful for. It has everywhere been well-comely received. Even those to whom we have spoken upon that most chilling of all subjects, advertising, have assured us of their highest consideration. It is true we should have preferred an order for a page or a half page for a month or a year; but that we feel sure we shall have sooner or later, and in the meantime we are grateful for the "consideration." Our elder brothers and sisters of the pharmaceutical press have been particularly kind to the newly arrived baby in their family, and to them as a whole we wish to express our appreciation of their words of commendation and welcome. We hope, for the sake of the reputation of our friends as well as for our own sake, that we may prove to be worthy of all that has been said of us.

* *

The time has come for druggists to increase their lines of goods. The de-

partment stores have swooped down upon the territory that legitimately belongs to the apothecary with the same lawlessness and ferocity as did the Huns, Vandals and other barbarians upon the lands of Rome. There is no way in which the druggist can so well make good what he has lost by the inroads of these savages as by increasing the variety of his stock. THE SPATULA has already advocated the catering by druggists to the wants of the amateur photographer and to the epicurean tastes of the tea fancier who can find nothing good enough for him at his grocery. There are also many other lines, such as table oils, spices, extracts, fancy domestic and imported confections, etc., which might be put in, and which if properly advertised and brought before the public would be sure of returning a good profit.

* *

The druggist who doesn't keep his hot soda fountain and all its surroundings neat and clean, and himself sweet upon all occasions and under all provocations should not complain, nor should he be surprised if he finds there is not so much money in the hot soda business as he thought there would be. Properly managed hot drinks are sure source of income.

* *

The apothecary as a useful and distinct member of society is by no means entirely the result of modern civilization. His shop, even if without its \$10,000 soda fountain and its tons of patent medicines, was as much an in-

stitution in many towns hundreds of years before the Christian era as it is today. In the first verse of the tenth chapter of Ecclesiastes, a work supposed to have been composed about 1000 B. C., it is written: "Dead flies cause the ointment of the apothecary to give forth a stinking savor." Every modern druggist will recognize in this verse an indication of a state of affairs exactly similar to that which exists to-day in every pharmacy where eternal vigilance is not observed. By the way, why does not some fly paper manufacturer make use of this verse in its advertising matter. It is welcome to the suggestion.

* *

The druggist who puts his ear down to the ground, or reads the newspapers, which amounts to the same thing, should not fail to understand that all this talk about tuberculosis in cattle and about those noxious and busy little bodies belonging to the family of the bacilli, means that the sterilization of milk is going to come, and that rapidly, more and more into vogue. He must be careful or he will find that the trade in sterilizers and their appurtenances, which so properly belongs to him, will be going elsewhere. He should not be caught napping.

ON A DRUGGIST.

His virtues are worthy of mention
Whose body lies here under the sod;
'Tis said to his keen apprehension,
A wink was as good as a nod.
All his prescriptions from errors were free,
And one of society's pillars was he.
GEORGE RUSSELL JACKSON.

SUCCEEDED WHERE A MAN FAILED.

HEREFTER, the woman pharmacist in the United States is not to be the rarity she has been in the past. Unless all signs fail druggist-stores owned and conducted by women will be found in the future nearer and nearer together. Most of the women who, as pioneers, have studied pharmacy, graduated and become owners of drug-stores, have shown such an aptitude for the work and have exhibited so much business ability, that it must now be granted as conclusively proved that, other things being equal, a woman has as much right to be a druggist as has a man.

In the sketches of Mrs. Buchnam and Miss Dow previously published, *THE SPATULA* has shown how at least two women began at the bottom of the professional ladder, and by their own efforts rose step by step to its top, or as near that eminence as most druggists ever reach. In this number it is a pleasure to call the attention of our readers to the remarkable achievements of another of the "down-trodden," but, fortunately, irrepressible sex.

The photograph from which the accompanying half-tone portrait was made, was not taken ten or fifteen years ago, but is from a negative made especially for *THE SPATULA* not more than a month or six weeks since. It is, therefore, unnecessary to state that Miss Clara E. Angell, of whom we are



writing, is yet young. In fact, she has not yet reached that age when all women, especially those who remain misses, consider it a sacred duty next to that of self-preservation itself, to conceal, whatever else they may reveal about themselves, the year in which they were born.

Miss Angell, though not yet arrived at this period of life, evidently considers herself in the period just below it, for while she no longer says flat-footed that she was born in 1866, she does not hesitate to give out a mathematical problem, the solution of which leads directly to that conclusion.

It was in 1883 that Miss Angell left the Providence, R. I. High School, she at that time being seventeen years of age. The fact of her being able to secure the advantages of the education that this excellent institution offers was due solely to the self-sacrifice of another noble woman, her mother.

Her father having died when she was but eight years of age, the realities and duties of life were thus impressed upon her at a much earlier age than that at which most persons are brought face to face with the cruelty and relentlessness of that terrible divinity, necessity.

Upon leaving the high school she immediately took her position in the endless procession of human toilers, her special duties being those of cashier and book-keeper at the drug-store of John E. Potter, on Cranston street, Providence, R. I. The telling of greasy money and the footing-up of stupid figures, both of which soon grew monotonous, were not functions of a character to please her taste or to satisfy her ambition, and it was not long before she found herself deeply interested in the pill-poundings and spatula manipulations going on around her.

Her interest in pharmacy grew so great that she studied the science day and night and finally passed successfully the ordeal of the Board examination. The filthy lucre and the ledgers and journals were now abandoned, and for three years she remained with Mr. Potter as a registered assistant, deciphering the kokography of the learned physicians with both alacrity and accuracy, and juggling with tincture bottles and graduates with enviable professional skill.

In March, 1890, she crossed the Rubicon, left behind the land of Certain Weekly Income and entered the untrod and treacherous woods of Paddle-Your-Own-Canoe. She purchased the

store at 220 Cranston street, which previously had been a veritable Jonah to a series of able-bodied men, all of whom had left successively mute and ingloriously. Miss Angell says of this transaction, "I often wonder how I dared to make such a venture, but think the responsibility of supporting my mother spurred me on to success."

The store has been and is a success. So much so that its proprietor finds it necessary to employ two young men clerks. She has already had the honor of having a clerk graduate and of setting up an establishment of his own.

If any of our readers know of any other women who have been equally as successful as pharmacists, or who are pharmacists at all, we should be pleased to receive their names. There are many more, and from time to time we shall tell our readers something about them.

EFFECTIVE WINDOW DISPLAY.

I took a large 40-gallon barrel, draped it with dark red cheese cloth and formed the hoops with yellow cheese cloth. I then placed it in my corner window in an oblong position slightly elevating it from the base of the window. The base of the window I draped with light blue cheese cloth with a standard background. Then I placed a sign on the end of the barrel viewing to the front of the window on the street as follows:

WE SELL BARRELS OF IT.

I then arranged my cough balsam all around this barrel with a few brownies waving various mottoes relating to the balsam. I must say that the window is making some sales.

Chicago, Ill.

F. M.



THE DRUGGIST AND THE LAW.—PROPRIETARY ARTICLES.

BY GEORGE H. FALL, PH. D.

Lecturer in the Boston University Law School

In our last article we laid down two characteristics of every genuine trade-mark (1) *that such a mark must be affixed to the article* and (2) *that it must be definite.*

We now propose to give a few illustrations showing how cases concerning proprietary articles sold by druggists have been decided by the Courts of last resort.

In A. D. 1783, a certain Singleton, in England, manufactured and sold, in succession to his father, a medical preparation under the name of "Dr. Johnson's Yellow Ointment."

A druggist named Bolton, after the death of the senior Singleton, got up a salve and sold it under the same

name. His profits proved enormous, and the junior Singleton brought suit against him to receive damages for stealing the trade-mark.

Lord Mansfield, Chief Justice of the King's Bench, decided that such an action would lie had it been brought in the lifetime of the elder Singleton, who invented the salve. But here both the plaintiff and the defendant used the name of the original inventor, and the fact that the original inventor happened to be the plaintiff's father was an immaterial fact. The plaintiff should have taken letters of administration upon his father's estate, and his failure so to do gave the case to Druggist Bolton, who was allowed to keep

all the money he had made from making and selling the salve.

In 1864, one Phelan, a Philadelphia apothecary, made a perfume which he sold under the name of "Night Blooming Cereus." Mr. Wright, his neighbor, noticing how much of the perfume was sold, thought it would be a fine thing to have a share of Phelan's profits in his own pockets. So he made a perfume and put it on the market under the name of "Wright's Night Blooming Cereus." Phelan sued him. After a full and exhaustive trial the learned judge held (1) that if the perfume was made from the flower at all, which he very much doubted, still the name alleged to be stolen was merely descriptive of the origin of the perfume, and therefore could not be a valid trade-mark; (2) that the labels were not similar, and that Wright's name appeared pre-eminently on his article. In conclusion, he laid down the law as follows:—

"The trade-mark, to be capable of an exclusive use, must be such as will identify the article to which it is affixed as that of the person naming it, and distinguish it from others.

A word which is the name of the article, or indicates its quality, cannot be so appropriated. Every one has the right to manufacture the same article and to call it by its name or descriptive character."

So Mr. Wright won his case, much to the discomfiture of Apothecary Bolton.

In 1830, Dr. Seigert commenced manufacturing at Angostura, in Venezuela, a fluid which was sold, gener-

ally, under the name of "Angostura Bitters."

In 1870, Dr. Meinhard began to make and sell, in the same city, another preparation in bottles *similarly shaped to Dr. Seigert's, with similar descriptions on the wrapper*. In 1875, the successors in business of Dr. Seigert, having taken out the proper letters of administration on his estate, brought suit against Dr. Meinhard.

It was held by the Spanish Court (1) that Dr. Meinhard had a good right to use the term "Angostura Bitters," since "Angostura," was a common name which any one might use and append to his manufactured article. But (2) the court held that Dr. Meinhard could not use the words "Angostura Bitters" in such a way as to deceive the public, and granted an injunction to prevent his using the said words, any longer, in such a way as would be calculated to deceive.

From the above cases we see how difficult it is to get a genuine trade-mark. The druggist who invents an article must bear in mind the entire law of decided cases, the mass of which it is impossible for him to prove. He should, therefore, after inventing and perfecting his article, consult able counsel before he puts it on the market, and only thus can he hope to get a name or "trade-mark" which will steer him safely between the legal Scylla on the one hand, and the legal Charybdis on the other. Even then he may get left, but, as Artemus Ward used to say, — "this is his best holt."

CLAY W. HOLMES.



O druggist in the Empire State need to be told who sat for this picture. For the benefit of the profession outside of that Commonwealth, however, we have thought it best to label it, as it is possible there may be a stray pharmacist or two in North Yam Hill, Ore., or in South Moluncus, Me., who has the misfortune of never having seen the clean-cut, business-like and brainy features of its original, Mr. Clay W. Holmes.

Mr. Holmes is Secretary of the New York State Pharmaceutical Society, and has been for so many years that the memory of man goes not back to the contrary. He has politely tried to escape several times, but on each occasion has been immediately captured and brought back again.

One of the important events in Mr. Holmes' life was his birth, which occurred in Pennsylvania, in 1848. In 1861, he went to school; in 1862, he entered the Susquehanna Collegiate Institute; in 1864, he went to Cortland Academy; in 1864, at the age of sixteen, he entered Lafayette College, where he soon showed the possession of that wonderful good common sense which has ever since characterized his life, by joining the Theta Delta Chi fraternity, one of the largest and best of the College secret societies.

Mr. Holmes, when 20, entered a drug store and dabbled at the same time quite extensively in the study of medi-



cine. He has since owned drug-stores of his own, in whole and in part, and, while having had more or less vicissitudes, has had a prosperous and successful career. In 1881, when he had graduated into an exclusively wholesale and manufacturing business, his establishment was burned to the ground, a catastrophe which entailed upon him great losses. He started in again, however, with good courage, and was having again very good success when the newspaper bee began buzzing in his bonnet and finally induced him to go into Journalism. This he did by becoming General Manager of the *Elmira Advertiser*, a position he yet holds.

Mr. Holmes is a born society man. We don't mean McAllister's Four Hundred, though he is capable of shining in that, but the society that depends for its life upon organization and good presidents and secretaries. He was

for many years president of the Theta Delta Chi fraternity, which has charges in all the largest and best colleges in the United States, and is now and has been, we believe, since its re-organization, ten years ago, editor of the *Shield*,

the large quarterly magazine of the fraternity. He is also interested in everything of a local social nature in Elmira, as well as in every eight out of every ten associations and societies in New York State.

CHARLES FREDERIC FISH.



HE handsome gentleman pictured on the opposite page is Mr. Charles Frederic Fish, President of the the New York State Pharmaceutical Association, of which he is also one of the original members. As might be expected from his name, his genealogical tree sprouted in New England, which has the honor of having been the home of many of his ancestors. The president himself was born in Saratoga Springs, N.Y., where his father, the late George H. Fish, established himself in the drug business in 1840.

The younger Fish, after having imbibed from the public schools of the village all the knowledge they had to offer, entered the establishment of his father, under whose supervision he was taught both the practical and theoretical sides of pharmacy.

He took to the work and to the profession so naturally that it was easily seen that nature had intended him to do exactly what he was doing. His father as well as everybody else recognized this fact, and in 1867 a new sign was purchased bearing the firm name, "Geo. H. Fish & Son." Ten years

ago the senior member of the firm died, and since that time it has been conducted by the surviving partner alone. Since the establishment of the pharmacy, in 1840, it has been conducted upon the same site.

The activity of Mr. Fish in all matters affecting the cause of pharmacy is well known. He has been an active member of the American Pharmaceutical Association since 1868, and has been always interested in its welfare. All who know him and his methods of conducting his business bear evidence that he is scrupulously particular regarding the purity of everything that is allowed to go from his store. As a result he enjoys the utmost confidence of both the medical profession and the public.

Personally Mr. Fish is one of the most popular men in Saratoga, where he has served as a member of the Board of Education for a period of six and a half years. For four years he has occupied the position of presiding officer. His integrity and business capacity are fully acknowledged by his fellow citizens and he is very properly looked upon as one of their foremost business men.



MR. CHARLES FREDERIC FISH.



PERFUMES.

BY F. S. CLIFFORD, CHEMIST AND PERFUMER.



S Mrs. Partington has said, "Comparisons are odorous."

But when we can make "odorous comparisons," and beside the delicate and delightful odor of the sweet, heaven-tinted violet, place the vivifying odor of the citrine, and with the rich odor of the rose, the refreshing fragrance of the lavender, then in all their shaded varieties, as minute, as perfect, as harmonious as colors or harmony of sound, with all their manifold combinations, so wondrous and so satisfying, we cannot but see the Infinite Mind, the Creator's purpose, that all things were very good and all made for the pleasure and good of man.

That the sense of smell is as necessary as any of the others, is well demonstrated by benefits and pleasures derived from its use, and the organ of smell, the nose, is surely one of the most prominent features in man's make-up, which would naturally lead us to infer that its mission was an important one.

Though many have endeavored to name another sense among the physical faculties, yet, but five, seeing, hearing, touching, tasting and smelling have been acknowledged by universal consent.

We desire in this article to especially bring

to the favorable notice and to awaken in the minds of all, a greater appreciation of the sense of smell. Generally speaking, it is the least valued, as a consequence it is the least tutored; but from this we must not conclude that it is of insignificant importance to our welfare and happiness.

By neglecting to educate the sense of smell, we are not conscious that we are breathing impure air, and thus the body is poisoned by not understanding the warning signal, which the watchman at the gate of the lungs sends to our mind.

Those who use perfumes are more sensitive to the presence of a vitiated atmosphere than are those who consider the faculty of smelling a useless gift.

Perfumes were constantly in use in the early ages, and have the high sanction of God's Word. Patrons of perfumery have always been considered the most civilized and refined. Refinement surely consists in knowing how to enjoy and how to accomplish the most with the faculties which we possess; we learn how to appreciate the harmony of color and form, in order to please the sight; the melody of sweet sounds, to delight the ear; the comfort of appropriate fabrics, to cover the body and

to please the touch ; is it not warrantable that we should show the smelling faculty how to gratify itself with the odoriferous products of forest and garden ?

All perfumes are prophylactic, and the odors of all plants are antiseptic, so that they must also be considered in a pathological sense. It is a well-known fact that the use of incense in a fever chamber will prevent infection and that citrine odors produce a refreshing feeling to an invalid.

Commercially considered, the value of flowers is of no mean importance to the wealth of nations. Vast as is the consumption of perfumes by the people of the United States, little has been done in her tropical climates towards the establishment of flower-farms or the production of the raw odorous substances in demand by the manufacturers of perfumes, consequently, nearly the whole are the produce of foreign countries.

The climate of many of the States of the Union especially fit them for the production of odors from flowers. There is an immense field for this branch of industry, the cultivating of flowers and plants which produce odorous substances.

We cannot refrain from giving this statistic of the *jasmin*, of which it is said that from one acre of land, 6600 pounds of *jasmin* flowers can be produced.

If space would permit, we would like to present other statistics of the different flowers and their commercial values, that one might compare the profit of raising wheat and other grains to that of flowers, in proportion to the amount of land necessary for their production and the expense of labor.

We do not doubt but that in the United States there are climates favorable to the production in perfection of every flower and plant which has any fragrance. It would also open up new fields for enterprise and industry ; offering a work which is both interesting, healthful and profitable.

At the present time horticulturists, as a general rule, are unacquainted with the methods of economizing the scents from the flowers

which they cultivate ; they thus lose what would otherwise be a profitable source of income.

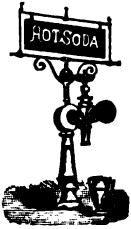
The Cornish miners for many years, while working the tin streams, threw the copper ore over the cliffs into the sea ; how much wealth they cast away by ignorance we know not, but there is a perfect parallel between the old miners and florists.

The *jasmin*, the rose, the *acacia*, the orange, the tuberose, and the violet, some half dozen flowers, are grown extensively in Italy, Sardinia, Sicily and Southern France and are easily imported into the United States, and as before mentioned could be raised here in enormous quantities. Tropical perfumery products, together with musk and other raw materials for the perfumer's and druggist's laboratory reach this market directly ; while here we hold the controlling power in the sale of *ambergris*. There is, therefore, no natural reason why the perfumery trade should not take a high position in this country ; even if it does not exceed that of Germany and France, it might at least equal it.

Flowers have been reared with only one object in view, that is, their exquisite beauty, though the fragrant flower has naturally taken pre-eminence over her sisters, and we doubt not but that were it not for their delightful odor many a flower would bloom unseen.

The satisfactory gratification derived from the cultivation of flowers for the sake of their perfumes stands unrivalled. From the oldest records it is proven that perfumes have been in use from the earliest periods. Like that of many other arts, the origin of this is lost in the depth of its antiquity, though unquestionably it had its rise in religious observances. Among ancient nations, an offering of perfumes was regarded as a token of the most profound respect and homage. The exuding gum of the arbor thurifera, the true frankincense, was formerly burned in the temples of all religions, an incense in honor of the divinities that were there adored. Many of the followers of Christ were put to death because they would not offer incense to idols.

THE STORY OF HOT SODA.

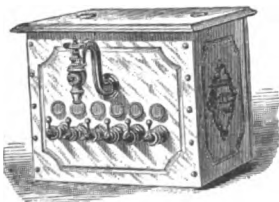


A Lippincott Design.

like cold soda is a Yankee invention. Neither the Queen of England nor the Czar of all the Russias probably ever tasted a glass of either. Who first conceived the idea of heating his soda and of making his fountain almost as profitable in winter as in summer it is impossible to say. The idea probably occurred simultaneously to many minds. That is usually the way with big inventions.

It is not, however, so difficult to discover who first turned the idea over and over in his brain and looked at it from a practical standpoint. This man was Mr. James W. Tufts, who was at that time not only the proprietor of two of the largest drug-stores in Boston, but the best known manufacturer of soda-fountains in the United States. It was he who, in 1869, manufactured the fountain which we illustrate and which he called the "All the Year Round." It was the first apparatus made and put upon the market for the dispensing of hot soda, although it was soon followed by a fountain for the same purpose, manufactured by Mr. Puffer, also of Boston.

The "All the Year Round" was designed after the fashion of those garments sometimes seen in the country, one side of which is a water-proof and the other a duster. The fountain, in other words, was a genuine time-server, blowing cold in summer and hot in



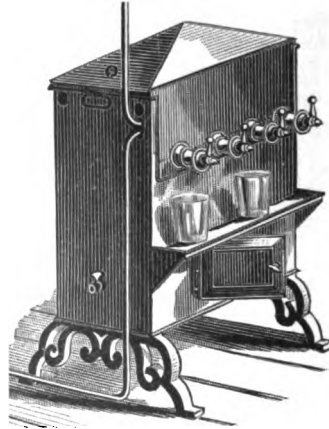
"All the Year Round." 1869.

in winter. The faucets and draught tubes were made with metal bearings and the water was heated in pipes below the counter. In this particular it very much resembled the Puffer fountain.

Neither of these special apparatus took with the druggists like wild fire, most of them being unwilling to go to the expense of buying the new

fountains simply for the sake of trying an experiment. This situation was soon comprehended by the manufacturers who showed themselves equal to it by devising and putting on the market, in about 1873, little boilers with the proper connecting tubes which could be attached to any fountain, transforming it immediately and inexpensively into a miniature guyser. These, however, did not work so successfully in practice as in theory and their manufacture was soon abandoned.

Most men after having experimented to this extent would have been willing to give up as



Tufts's Hot Soda Attachment. 1873.

vanquished and lay the loss upon the cold and unresponsive world. But Mr. Tufts and the other manufacturers knew better. The former had been dealing in hot soda at his own two stores during all this time, and had learned from experience that if the business were only properly managed there was as much money in it as in cold soda. He, therefore, kept a thinking and contriving and preaching the gospel of hot soda.

Through his efforts and those of other manufacturers there finally grew up a popular interest in the warming refreshment, which, during the centennial year, actually amounted to a boom. It began to be "the thing" to



THE FOUNTAIN'S HIGHEST DEVELOPMENT—THE MIKADO.

drink hot soda, and the funny papers began to work in here and there in their hebdomadal lucubrations jokes containing references to the popular drink. This continued for several years, but the interest again began to wane, and by 1884 the business began to show signs of approaching *rigor mortis*.

There were very few places where the beverage continued to be dispensed, and but few of these found it a paying operation.

At this juncture Mr. Tufts again sat down and went to thinking. He made money out of hot soda and he wondered why others couldn't. After a few nights spent in looking at the ceiling in the darkness, he came to the conclusion that the reason that the business prospered with so few was because it was conducted on too modest a scale. The tangible result of this conclusion was the birth of the "Ætna," a gorgeous, silver-plated apparatus, which the facetiously inclined nicknamed "the stove." Notwithstanding the fun made of it, it was popular, and the breeder of a hot-soda revolution.

Soon after this stage of the development a setback was met in the fact that every once in a while a boiler would burst. To overcome this, a scheme was devised by which the boilers were

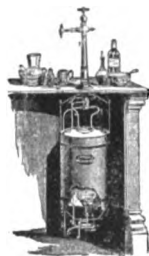
heated under water, a method that is yet followed in all the Tufts' fountains. The fountains of this make have now also attached to them a very ingenious invention by which the water flowing into the fountain may be kept at a uniform temperature. It is an automatic regulator which

works by the contraction and expansion of confined air as it is heated or cooled.

The history of the hot soda business does not begin and end with the houses we have mentioned. Nearly every large soda apparatus manufactory in the United States manu-

factures a peculiar hot soda apparatus of its own and has contributed more or less to the development of the business.

The John Matthews Apparatus Company, of New York, for instance, was the first house to use the two-wheel hot soda tube, which permits the discharge of the cold water into the bath, before the hot water is drawn. Mr. L. L. Rowe, of Boston, has also contributed largely to the success of the business by the manufacture of his admirable boiler, to which is attached an automatic gas regulator. This boiler, which we illustrate by a sectional view, is perfectly safe and simple and has given everywhere it has been used the greatest satisfaction. It is not only used in Mr. Rowe's own fountain, but is also the boiler used by the Low Art Tile Company.

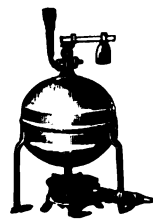


The Crane Fountain.

This latter concern has taken a very prominent part in the history of hot soda, and is at present putting out a large number of tile fountains which are noticeable for their neatness and beauty. The first boiler used by this concern is pictured in the margin. It was thought a wonder in the day, but was placed on the retired list a number of years ago.

Another fountain of which very many have been sold and which is very popular because of its simplicity, neatness, compactness, safety and economy, is the Ideal, which is manufactured by William M. Crane & Company, of New York, and which we also illustrate.

That display and artistic surroundings are as necessary to the success of the hot soda counter as to that of the cold soda counter is acknowledged by all who have any proper conception of what they are talking. Understanding this, the manufacturers are now making fountains, some of which are dreams of art. As an example of these and of the hot soda fountain in its highest state of perfection, we print on another page a half-tone picture of the "Mikado," manufactured by J. W. Tufts.



First Low Boiler.

PICTURES IN ADVERTISING.



It cannot be questioned—we are all fond of pictures. This is one of the juvenile joys that clings to a man till he is fourscore and ten. It is a universal human weakness.

Now the wily advertiser is always on the lookout for universal human weaknesses, and ready to make the most of them. Hence illustrated advertisements. But there are two kinds of pictures, and while the one serves the advertiser's purpose admirably, the other is sheer waste—or worse.

There are two rules which may be followed with advantage in the use of illustrated advertising;—both very simple. The first is this: the illustration should possess intrinsic interest, beauty, sentiment or humor, something that in itself appeals to the eye. And the second rule, which is even more important than the first, is this; the picture should be germane to the article advertised; it should if possible suggest the thing advertised; or if not positively suggesting it there should at least be some association of ideas. It may be set down as an axiom that the best picture for an advertisement is the one that needs the fewest accompanying words.

To illustrate: for the best way to show what sort of a picture is a fit and what sort is a misfit, is to select a few of each kind. Take, for instance, the picture which has been used in the street cars extensively of late,—at least around Boston,—by the Mellin's Food people. This is simply a handsome lithograph of a particularly attractive, wholesome and winsome little girl, with red dimpled cheeks, bright blue eyes, and a pervading air of contentment with all things within and without.

Everybody will look at this picture, especially young fathers and mothers, who will mentally compare it point by point with the youngster at home; and even the determined bachelor will look at it, and admit that children are attractive when painted on cardboard. Now, there's only one word on the whole advertisement; that is, "Mellin's," but it doesn't take a very acute mind to put the word and the child together and get the whole story. Even if one has never heard of "Mellin's Food," he'll know that whatever "Mellin's" is, it is something good for children; and if he has any children, he will begin to inquire about it.

While speaking of the advertising of this firm, its latest pictorial effort in current publications—a half-tone reproduction of which accompanies this sketch—seems to me one of the best pieces of illustrated advertising ever designed. It's a very handsome group of the young German Kaiser and his family. Now, this illustration fulfills all the requisites of a good illustrated advertisement. In the first place, it's exceedingly interesting; for every one is interested in the dashing young Emperor, and his promising and voluminous family, the seven most illustrious youngsters in the world, I suppose. Every one will look at this

picture and look at it long; and when there is added to this the testimonial of the Empress that all these seven children have been brought up on this particular article of juvenile diet, there is an aggregate of





force in the advertisement that ought to nail every doting parent of precarious infancy in sight. The picture is attractive and it is pat.

I recently noticed in the magazines, a little pictorial ad., not in the proprietary line, to be sure, but fairly illustrative of this subject. It is an oil stove ad. of the A. C. Barler Mfg. Co., of Chicago. There are two little tots, decollete to the soles of their feet, standing in front of the stove. Now, looking at this picture on a cold winter day, you immediately become interested in these young people, and wonder where the nurse is with their bath robes; but when you see how contented they are, with their hands out to the genial warmth, you become interested in the stove; and that, of course is the whole object of the advertisement. The picture not only attracts your attention, but it attracts it to the one point where the advertiser wants it.

Above is a little picture which combines several of the essentials of good advertising. Poor old Fido is a bit of a wreck; you can tell by his looks that his cough is very far gone; but his young mistress sits on the floor holding out a stick of licorice to him. Now, this picture is pretty in itself; there is a good deal of sentiment in it, for every one likes a pretty little curly-headed girl who is generous with her possessions, and every one is interested in a skye terrier, particularly when he's under the weather. But the most important point—the picture is pertinent; you can tell with half an eye that there is licorice in it, and that it is good for people in Fido's condition. The cut is used in several of the popular magazines by Carenon & Tur, Emil Utard, Manager, New York.

Now for two or three misfits. There are

some chewing-gum people who have during the past twelve months or so, occupied quite a little space in the magazines, devoting the greater part of this space to the picture of a grizzly bear. Now, this grizzly bear may have some local connection with this chewing gum, for it comes, I believe, from California, a State which, if I remember aright, accords the grizzly some official recognition, but to the average mind, the association is exceedingly indistinct. There is nothing about the bear that is beautiful; he arouses no pleasing sentiment; there is no element of humor in the picture, and if the text were taken away, and one had to supply the reading matter from the picture he certainly would guess a year before he would hit on chewing gum.

I remember another illustration, which perhaps is even more to the point. Some manufacturers of plasters who advertised quite extensively a little while ago, devoted the greater part of their ad. to the picture of four or five dogs. This was an attractive advertisement, because they were handsome dogs, and the work was artistically done. Moreover, a handsome dog always appeals to every well ordered mind. But where the advertisement lacked was in the great essential;—there was absolutely no association, which any one could fathom, between the dogs and the plasters. Any one glancing at the advertisement hurriedly—and that's the way the general public takes in its advertising—would naturally suppose that this was a kennel or dog bread ad.; that it had anything to do with plasters for human ailments, could hardly be conjectured.

In just two words, then, an illustrated advertisement should be attractive and appropriate. It should catch the attention and then direct it to the place where you want it—the article advertised. To get the reader's attention, and then veer it off in the wrong direction—to attract it and then distract it, is as bad as never getting it at all. Your picture must not only catch the eye, it must catch it for *you*. When you go fishing you will find bait a highly useful commodity—but only when there's a hook inside it. JOHN P. LYONS.
68 Devonshire St., Boston.



THE IMPERIAL FAMILY OF GERMANY.

THE NEW YORK MARKET.

This is an original and authentic report of the New York drug market, written especially for the Spatula, by one who is acknowledged to be one of the best posted men in the United States on the conditions of the market both at home and abroad.—ED.

Judging from the condition of the wholesale drug trade in this great mart, one is forced to the conclusion that the usual acute diseases that attack our population during the spring and autumn months, have for this season at least been held largely in abeyance. Of course the chronics are still to the front; the consumptives, the asthmatics, the rheumatics, etc., must have their usual medications, so that, despite the unusually healthy condition of our people, a reasonably fair amount of trade has been done in wholesale drug circles.

The very limited space that your crowded columns can give to this market report, compels me to confine reports to such items as most prominently interest the readers of THE SPATULA. I will, therefore, review the following important items of merchandise, closing these introductory remarks with the simple statement that great firmness has marked prices during the past month, and at present.

OPIUM,

and its derivative, morphine, always lead the van in the interest of every druggist. A decided weakness must be recognized, as the slightly advanced prices of a month ago have not been

sustained. Efforts on the part of speculators have been made, through the receipt of cablegrams from Smyrna, to prove that the existing stock is light and the result of the last crop below that of ordinary years. The actual fact of the case, however, is to the contrary. For that reason, there may be expected not only weakness, but decline within the next few weeks.

QUININE

remains precisely where it was a month ago. The demand has been enormous, very far beyond the average of the autumn requirements; but the crop also has been so large that it has been impossible to advance its value.

CAFFEINE.

It is a recognized fact that the women of France and of America are beyond the women of any other of the nations of the world afflicted with severe headaches. Caffeine enters into almost every headache remedy that appears upon the market or in the prescriptions of physicians. It is generally, I believe, recognized that fully one-half the product of caffeine of the world, is consumed in the United States. Most of your readers will doubtless be aware of the fact that the caffeine of commerce is taken entirely from tea. For the purpose of the extraction of the alkaloid, "sweepings" of tea and damaged tea answer every purpose; but for some reason, the supplies, it seems, have run short. It is generally under-

stood that possibly one or two very small concerns in this country manufacture caffeine. With those exceptions, and they amount practically to nothing, — all is made abroad. The heavy demand and slight supplies have had the effect to advance the product, until to-day \$10 per lb. has been paid for this important alkaloid in large quantities. At the time of writing this communication, I can see no reason why there should be any reduction in its price for some time to come.

COCAINE.

Some four months ago, there were two successive steps of decline in price on this important article, and really without any other cause than jealousy on the part of manufacturers, as the production of the leaves and the cost of same in their original markets, gave no reason whatever for any decline. The change seems now to have been reached. During the past week there was an advance of twenty-five cents per ounce on the part of wholesale dealers, which advance will be followed, it is very generally believed, by other successive advances, as the price at which cocaine is now being sold, yields practically no profit to the manufacturer.

COD LIVER OIL.

The consumption of this article in the United States is very vast, and increasing daily. The Norwegian oil is generally recognized as being that of the highest grade. The catch in Norway this year was about twenty-five

per cent. below the normal, but as there was a considerable reserve from the last year's supply, prices were somewhat kept down. Now, however, the change has taken place, and from this time on a rapid advance in price must be expected.

New York, Dec. 12, 1894.

WANTS IT QUICK,

CHICAGO, Nov. 20, 1894.

Gentlemen: Please find check inclosed for 50c, and you cannot place my name on your subscription list too quick to suit me, as I think your journal is just right and I wish it success. Don't forget to mail me the October number. The article "What's in a Name" I have perused and found quite interesting. I tell you why, because I am just contemplating myself to invent some kind of a name for a preparation of cod liver oil combined with iron and quinine in emulsion form. I did intend to call it plainly Mares' Emulsion of Cod Liver Oil with Iron and Quinine, but your article set me thinking. In the future I shall give you the *modus operandi* of the process of making the above emulsion. I propose to make it in a 10-gal. ice cream freezer, which I run with an electric motor.

Yours truly, FRANK M. MARES.

FROM BROTHER JOHNSON.

We are glad to welcome to our table the most recent addition to the field of pharmaceutical journalism in the shape of THE SPATULA, a bright little sheet of 26 pages, emanating from the office of THE SPATULA Publishing Co., 8 Oliver St., Boston. It is an illustrated monthly publication for druggists, and must already be regarded as an artistic success. If the promises it contains for the future materialize in practice, there is no reason why its standing should not become permanent and substantial. — *New England Druggist.*

WHAT SOME DRUGGISTS DO.

Under this head we wish to publish each month short accounts of methods pursued by different druggists to attract trade and facilitate their business. Every druggist who thinks he has a way of doing any particular thing connected with his business that is different and better than the way followed by other druggists is earnestly requested to write and tell us about it, that his fellow pharmacists may have the benefit of his experience.

"HELLO! Ned, say do you know what some druggists do?"

"Yes, Joe, I know what *some* druggists do, but as I reflect, I am certain the majority don't do many valuable, simple and inexpensive things done by the '*some* druggists.'

"You've been in business nearly as long as myself; did you ever keep a scrap book?"

"No, never occurred to me, and beside what is the value? Not enough for its bother."

"Well, my boy, you look at mine a few minutes while I sell a few stamps, and dust my directory for that lady coming across the street."

"By Jove! Ned, old boy, how did you get together such a valuable collection?"

"Oh! Easy—same principle of the 'Irishman and the shillaly'—See a head hit it. But I'll explain; you see I found an accumulation of odd periodicals, etc., on my hands, preserved from the fact of containing valuable formulas, processes, or items of interest in my every day business. There's a pile of them on that shelf, for instance. It is a mass of material that is utterly useless to me, excepting that perhaps here and there in it all may be something that I should like to keep. Now, if I wanted something I know is contained in the pile, you can see it would be equivalent to hunting the hay-mow for a needle. I got disgusted doing that sort of thing and started my scrap book. As you say, its valuable, but you don't appreciate it as I do, and never will till you have one of your own."

"Yes, Ned, I know; but how do you go to work?"

"Why with just a paste brush, shears and a few brains. I'll tell you how I did it. My regular journal I file and bind every year, but the tid-bits of information so valuable for reference, etc., that come to us almost daily, I clip from time to time, place them loosely in the book, and some dull day, I assort them for my different departments. A little work with my paste brush sometimes, then completes the matter. Its not clumsy, you see, (12x14 in. 150 pages) and just fits into that snug, *handy* place near my desk, where I can consult it as readily as my U. S. P. or Dispensatory. (This I do quite as frequently.) I do not devote the book all to pharmacy. Here you see subjects relating to pharmacal items, pure and simple, thus—

Metric System and Quick Conversion of Weights and Measures.

Table of Solubilities.

Simple Apparatus for Laboratory. (Easy to make.) Etc., etc."

"Here's Department, No. 2! You smile, when you observe the familiar faces of Tom, Dick and Harry in half-tone prints. You know the 'boys.' Some are dead and gone, and these are the only likenesses I ever had or ever will have. They are good too—Eh? Gloomy days, I live over again the scenes of long ago, by a glance at those friendly faces."

"Here we are again: My department of 'Humor and Miscellany.' Read that old four page booklet of 1880. That I used as an advertisement. It is past and gone—but I prized it, and it is still suggestive of new ideas.

"Now we come to the 'New Remedies' Department, and you find circulars, labels, doses, and uses of those preparations of recent introduction, to physicians, and some of the more prominent 'semi-patents.'

"So it goes; I get pecuniary benefit and suggestions, as well as pleasure from my scrap-book. I could enlarge on this, but there is your car, if you *must* hurry."



THE STRUGGLE FOR PUBLICITY.

N. B. Nothing in this department is paid for, nor is any item intended to be either a "puff" or a "slap."

NEARLY all the cuts, either in the original etching or in electrotype, used in THE SPATULA, are for sale at reasonable prices. Many of them are exceptionally well adapted for advertising purposes.

* *

A contemporary asks, "By the way, what is an 'ad-smith'?" More often than not he is a blacksmith.

* *

The Lydia Pinkham advertising business is to take a fresh start as new contracts are being given out.

* *

A very large advertising contract for the Mme. Yale complexion specialties has just been given out.

* *

The Vin Mariani folk are spending money by the basketful for advertising. They recently took four pages in one of the New York Sundays.

* *

The Brown Chemical Co., of Baltimore, Md., are placing the regular winter advertising of Brown's Iron Bitters. What they have for druggists may be found out by writing them.

* *

Some people, very truthfully says the *National Advertiser*, advertise like a countryman operating a telephone for the first time. The louder they shout the less the people addressed can understand.

The Ely's Cream Balm advertising has been placed for the present winter. It is one of the most familiar of the cuts found on the inside of country weeklies. It is a good sample of old-style advertisement designing.

* *

It is the custom of one of the free libraries in England to paste local advertisements over the betting news columns of the daily papers in its reading-room, so that the tender morals of its visitors may not be corrupted.

* *

A druggist advertises to stamp the name of the purchaser upon each tooth brush of a certain kind he sells. This is well, for many persons are so very particular that they prefer to use their own tooth brush to somebody else's.

* *

The Mabel Fern Toilet Company, of St. Joseph, Mo., in its struggle to attraction, recently reduced the price of all toilet preparations to exactly one-half for a single week. They also offered during that week to cut and curl bangs for five cents.

* *

A Western druggist attracts a crowd to his show-windows by pasting on the glass a batch of medical and pharmaceutical advertisements cut from the London daily papers. They are so funny that even the animals drawing drays and dump-carts, laugh when they pass by.

The best circular, says *Printers Ink*, is a newspaper that circulates. A better one is a paper that is read. Circulation *per se* amounts to nothing. Readers are the things that count. A page that is read is worth ninety and nine that are not, though the ninety and nine "circulate" among millions.

* *

Some of the cuts appearing in the advertising columns of many of the medical and a few of the drug papers surpass in ugliness and indecency anything to be found outside a work on surgery. Of course in a scientific treatise such pictures are necessary, but why they should be used in advertisements which should aim to please rather than to horrify and shock, is not so evident.

* *

The *Fourth Estate* is authority for the statement that just after a recent number of the *American Druggist* was ready to go to press, a two-page advertisement was received by telephone from Parke, Davis & Company of Detroit, set up and put in its place within half an hour. This is a good sample of an up to date proceeding. We have, first, a firm with

sense and money enough to advertise, second, a paper with enterprise enough to meet an emergency, and third the long distance telephone.

* *

Anent the passage in the President's message concerning second-class mail matter, it may not be generally noticed, but it is a fact nevertheless that there are no greater house organs in existence than most of the largest and oldest literary magazines, which the President and Postmaster General would have carried through the mails, not at one cent a pound but for nothing. For instance, the last *Atlantic Monthly* has between 90 and 100 pages of advertising matter devoted to the books sold by its publishers, while its legitimate advertisements cover scarcely a dozen pages. The same is true to a greater or less degree of the *Century*, *Harper's*, *Scribner's* and the other magazines.

* *

A year's subscription to THE SPATULA is but fifty cents. This includes wrappers and postage.



LIVING ADVERTISEMENTS.



NEW PUBLICATIONS.

The Proceedings of the Sixteenth Annual Meeting of the New York State Pharmaceutical Association, held at Saratoga, June 26-28, 1894, are published by the Advertiser Association of Elmira, N. Y.

Messrs. John Wiley & Son, of New York, send us "The Soldier's First Aid Handbook," comprising a series of lectures to members of the hospital corps and company bearers, by William D. Dietz, of the U. S. A. The book is not a new publication, but its value is none the less on this account. Druggists will find it an excellent book with which to brush up their evanescent knowledge of physiology and surgery.

Messrs. Parke, Davis & Company, Detroit and New York, are sending out brochure No. 41, "Concerning the Introduction of the Kola." It contains information compiled from various authoritative sources concerning the kola nut, *lamium album*, and *pippia Mexicana*, reprinted from the "Pharmacology of the Newer Materia Medica." The firm publish the pamphlet for the purpose of spread-

ing information concerning Kola as a therapeutic agent, and to counteract the exaggerated statements that have been published elsewhere about its properties.

"Pushing to the Front; or Success Under Difficulties," by Dr. Orison Swett Marden is a book which every druggist should first read himself and then place in the hands of his young son, if he be fortunate enough to have one. The book contains 25 chapters, a frontispiece of Abraham Lincoln, and 23 portraits of other distinguished persons, the life of each of whom is used by the authors to teach some important lesson to his readers. The purpose of the work is to show that "in this elective age, he who would succeed must hold his ground and push hard, in a world where everything is either pusher or pushed; that we must be self-made or never made; that the principle by which the man comes to own the store, who first swept it as a boy, applies to all human endeavor." The book is fascinatingly written and is sure of being finished with profit and delight by whoever begins it. It is published by Houghton, Mifflin & Company, New York and Boston.

A MAN OF FIFTY CENTS,

PALMER, MASS., Nov. 16, 1894.

THE SPATULA PUBLISHING CO.

Gentlemen:—I notice with some concern in the second number of the SPATULA that a portion of your ledger is still blank for want of a few more subscribers; allow me to hasten with my fifty cents to lessen the blankness.

I thought I had all the drug journals I could afford, but your venture is so bright and suggestive I cannot resist the temptation to add it to my list, with best wishes for your success. Please date my subscription from the first number, as I have received the two numbers published. Yours truly, O. P. ALLEN.

No druggist is so poor he can not subscribe for THE SPATULA. It is only fifty cents a year.

THE SPATULA.

MANUFACTURERS AND WHOLESALERS.



CATALOGUES are requested from all manufacturers and wholesalers whenever issued, that we may announce them and thus aid in their judicious distribution.

The Weeks & Potter Company, of Boston, has increased its storage facilities by leasing a large building on Eastern Avenue.

Sol. Coleman, of Memphis, Tenn., is said to be offering druggists wonderful inducements to sell his chewing gum.

Messrs. Duroy & Haines, of Sandusky, Ohio, are sending out a circular concerning a preparation of sherry and pepsin, called Vini-Cluro.

The Welch Grape Juice Company, of Vine-land, N. J., consumed no less than 190 tons of grapes this Fall, in the manufacture of its well-known juice.

Dr. Broad's Medicine Company has been incorporated in Buffalo with capital of \$10,000. The directors are P. J. Ferkel, C. J. Bork, of Buffalo, Frank Westcott, of Seneca Falls.

Make yourself a Christmas present of a year's subscription to THE SPATULA. It costs less than half a dozen cigars, is fully as healthful and will last about 300 times as long.

Artificial camphor is manufactured by a New York company. It has the odor and appearance of the genuine, and, it is said, when placed in trunks and blankets, moths can't tell the difference.

The Clifford Perfumery Company, 646 Washington street, Boston, will issue in a few days a large 160 page illustrated catalogue, which they will send free to any druggist sending in his name.

The Vermont Legislature which adjourned Thanksgiving day passed a pharmacy law very similar to that of the State of Massachusetts.

Each of the New England States has now a pharmacy law.

The Peerless Manufacturing Company has been incorporated in Chicago, with a capital stock of \$50,000, "to make toilet articles." At first they will make a soap powder for laundry purposes, but expect eventually to make a full line of toilet soaps, perfumes, etc.

The Depilatory Chemical Company was incorporated at St. Louis, recently, with a capital stock of \$5,000, all paid up. There are 200 shares in the concern, of which Charles T. Saewell holds 196 shares, William H. Mays, one share, and Charles H. Granger, one share.

One of the drug papers announce the failure of J. J. Riethmann, Denver's big wholesale druggist. The liabilities are placed at about three-quarters of a million dollars, and the assets at \$2,000,000. All creditors, says Mr. Riethmann, will get dollar for dollar.

The enormous demand that has already sprung up for the new diphtheria antitoxine is soon to be at least partially supplied by Messrs. Parke, Davis & Co., of Detroit and New York, who are making arrangements to fill quickly all orders as fast as received. The manufacturing plant of this concern in Detroit, by the way, is being enlarged by the building of an addition, 175x60 feet.

A new toilet soap is being put upon the market by the Quinine Toilet Soap Company, 1477 Broadway, New York. Its ingredients are said to be entirely edible, though not recommended as a steady diet, and void of every impurity. It has enough medicinal qualities, it is claimed, to make it a preventive of ordinary eruptions of the skin and a wholesome tonic for the hair. At the same time it is intended for the use of the economically inclined, as its price is but 10 cents.

The initial number is a good one. — *American Druggist*.

WHAT'S NEW.

FEEDING BOTTLE.

As its name implies this is an English device. It differs from other nursing bottles principally in the fact that it has imbedded in its glass a thermometer which instantly registers the temperature of the milk inside. It is also graduated in ounces. The bottle is being quite extensively advertised on the other side.



COMPUTING SCALE.



A new computing scale is being put upon the market by the Lundberg Scale Company, of Troy, New York. Its general appearance is shown by the marginal cut. The moving cylinder, controlled by a screw, enables the scale to be adjusted to the minutest fraction of a pound. The instrument has also an inexhaustible computing system. There are no loose weights to get lost and worn down. Further information may be had of the manufacturers.

BOTTLE DIVIDER.

The accompanying illustration is copied from a recent number of the *Druggist and Chemist*, of London, Eng. It represents a device "for graduating bottles, etc., into any number of equal divisions." It is manufactured and manipulated as follows:

"Procure a piece of white elastic tape, $7 \times \frac{1}{2}$, and (without stretching) ink one edge with lines $\frac{1}{4}$ inch apart, and the other edge with lines $\frac{1}{2}$ inch apart. Sew a ring to each end of the tape. To divide a bottle into, say, ten parts, cut a narrow strip of paper the length of the bottle, then stretch the elastic tape until any ten divisions cover the strip of paper; now mark off in ink on paper strip. The divider is useful as a measure when not stretched."



SELF-REVOLVING CURLING IRON

Our reduced picture of this useful female device looks as if it might be almost anything—perhaps a fancy clothes pin. The real thing is an admirably contrived and neatly made "self-revolving, self-adjusting, reversible curling iron." It runs as easily and as gracefully as clockwork and adjusts its own gearing. Any lady who uses it will find it worth seven hundred slate pencils. The Eastern trade is supplied by Fox, Fultz & Webster, New York and Boston, and the Western by Heimbuecher & Webber, St. Louis, Mo.



BOTTLE STOPPER AND SYRINGE.



This is a Jersey man's invention, and in the dialect of the *Official Gazette* is "combined bottle-stopper and syringe, formed of a single piece of soft rubber, and comprising a bulb, a gradually diminishing nozzle, and a neck portion situated between the nozzle and bulb, said neck portion having a slightly conical or tapering exterior and having thickened walls formed thicker or heavier than those of the nozzle or bulb, and adapted to form a bottle-stopper, substantially as specified." The remaining six-sevenths of the description may be found in the publication referred to.

A BONE SLATE-PENCIL.

A bone slate pencil that "will not break, will not scratch and requires practically no sharpening" is being manufactured by the Rogers & Hubbard Co., of Middletown, Conn. Druggists who have little school-tots for customers would do well to send for a sample.

THE SPATULA, with "Keep Sweet" for a motto, is a new monthly publication for druggists which recently appeared in Boston. It is bright and entertaining, and will, no doubt, find favor with the trade to which it caters.—*The Inland Printer*.



"O, sir, I have such a pain in my stomach."
 "You must have the wind colic."
 "Why, what makes you think so?"
 "You just swallowed a draught."

AS HE UNDERSTOOD IT.

"Why are you taking all those bottles to the post office?"
 "I'm going to get them registered."

NOT A SPENCERIAN.

Doctor.—How well you look! Did you take the prescription I left?

Patient.—Take it! No; I sent it to the drug store and they sent back a bunch of fire-crackers.

HE WAS ENGAGED.

Collector.—I have here the greatest curiosity of the age.

Museum Keeper.—What! that druggist who doesn't think d——n every time a lady buys a two-cent stamp and pays for it with a five dollar bill?

Collector.—No; a greater rarity than that—the druggist who sold a bottle of Blank's

Sarsaparilla without saying he had some of his own make that was just as good and a great deal cheaper.

TRANSCONTINENTAL.

We welcome No. 1 of *THE SPATULA*, a Yankee notion in the way of a drug journal, which is published at the "Hub," and which made its bow to the public in October. Its appearance is creditable, its aims commendable and its reasons for existence quite satisfactory. The excellent picture of the late Joseph Burnett, of Boston, which appears in its initial number, shows the good quality of its illustrations. We wish our Atlantic neighbor success.—*California Druggist*.

PRAISE WORTH HAVING.

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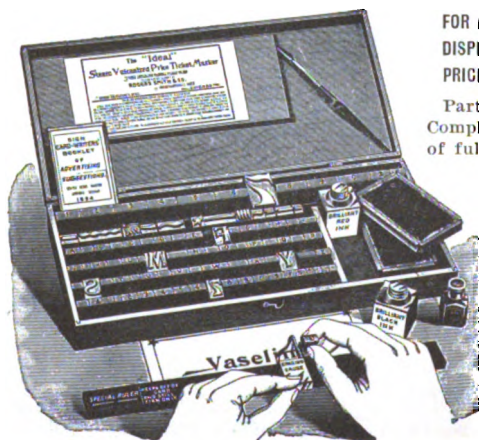
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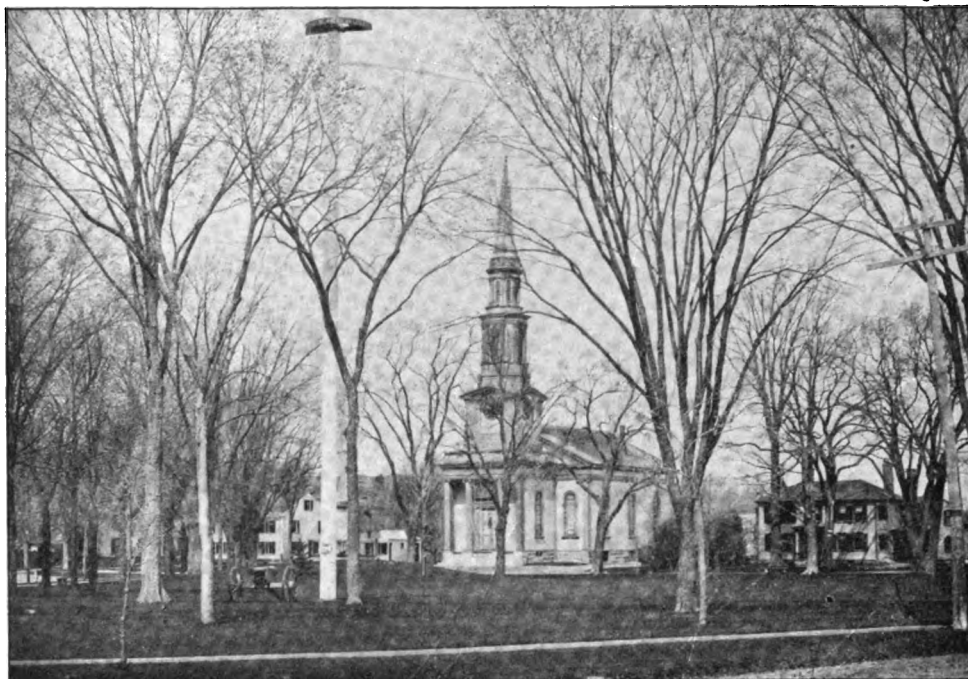
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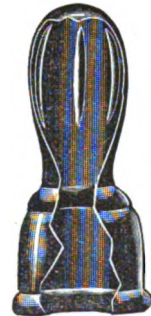
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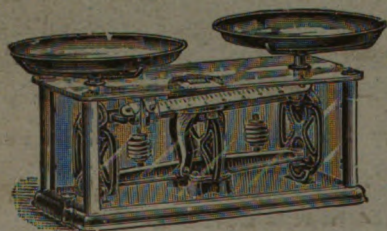
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